

## ORDER



**Orders**  
**Order / Rev:** 170051  
**Alt Order #:**  
**Product Desc:** 455-WI  
**Estimate:** 3542  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

## KSTP-TV, LLC and KSAX-TV

**Primary AE:** Anjie Brady  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** National Media Research Planning & F  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Ln  
 Alexandria, VA 22314-1219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** RNC  
**Demographic:** A25-54  
**Product Codes:** PL2  
**Priority:** 1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	28	\$43,900.00	\$37,315.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	28	\$43,900.00	\$37,315.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$43,900.00</b>	<b>\$37,315.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$43,900.00
Market	100%	\$175,600.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$43,900.00
KMSP	25%	\$43,900.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$43,900.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	11/01/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11--1--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		----1--			1		\$600.00		0.00				
Week: 11/05/12		11/11/12		11-----			2		\$600.00		0.00				
2	M	11/01/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	11--1--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	11/01/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	11--1--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$1,000.00		0.00			
3	M	11/01/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11--1--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$1,000.00		0.00			
E 4	M	11/01/12	11/06/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$1,200.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	SA GMA		7-8a	-----Sa--	:30		<del>(\$1,200.00)</del>		0.00	NM		
		Credited													
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
5	M	11/01/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
6	M	11/01/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----1	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
7	M	11/01/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
8	M	11/01/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--1--	:30	2	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,200.00		0.00			
9	M	11/01/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--1--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
11	M	11/01/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--11--	:30	3	\$1,500.00	1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,500.00		0.00			
12	M	11/01/12	11/01/12	Thr Spcl 2 CMA Awards	CM	7-10p	---1---	:30	1	\$9,000.00	1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$9,000.00		0.00			
13	M	11/01/12	11/05/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1--1--	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$2,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,100.00		0.00			
14	M	11/01/12	11/05/12	Lt News Delay ABC Spo Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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14	M	11/01/12	11/05/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$900.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,400.00		0.00			
15	M	11/01/12	11/05/12	Su Late News Su 10-1035p	CM	10-1035p	-----1	:30	1	\$2,500.00	1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,400.00		0.00			
16	M	11/01/12	11/05/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,400.00		0.00			
17	M	11/01/12	11/05/12	M-F 1035-1102p thru 1/7C Nightline	CM	1035-1102p	1--1---	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,800.00		0.00			
E 18	M	11/02/12	11/02/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	----F--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$600.00		0.00			
													Totals	28	\$43,900.00